

**Abstract**

One embodiment of the invention is directed to an apparatus including at least one storage device storing at least one dynamic identifier associated with at least one item, the at least one dynamic identifier configured to include at least one variable portion that has at least one of a variable content and a variable length based at least in part on at least one detectable condition associated with the at least one item. Another embodiment of the invention is directed to a signal transporting at least one dynamic electronic product code (EPC) associated with at least one item, the at least one dynamic EPC configured to include at least one portion that is variable based at least in part on at least one detectable condition associated with the at least one item.